Pharmaceutical & Sharps Safe Disposal Education Initiative
Disposal is Not Top of Mind

Less than 20% of LA County residents view disposal of expired or unwanted medications as an extremely serious problem.

Healthcare Cost is Greatest Worry

74% of LA County residents find “cost of healthcare” a very or extremely serious problem

66% of LA County residents regard the “cost of medicine” a very or extremely serious problem
Concerns Over Take-Back

**Two of three** LA County residents believe a take-back program would result in higher medication prices for them, including **34%** who say much higher prices.

Only **14%** of LA County residents say it is very likely that people will take medications to specific drop-off locations around the county.
Education is the Solution

91% of LA County residents believe individuals and patients bear some or a great deal of responsibility for disposing of medications.

56% of LA County residents opt for public education when presented the choice of a drug take-back program vs. educating the public about proper disposal methods.
Pharmacists are Trusted Sources

79% of LA County residents view pharmacists favorably

66% of LA County residents find it very useful to get disposal information from pharmacies and other stores when buying medications
Pharmaceutical & Sharps Safe Disposal Education Initiative
This program is consistent with CHPA’s past successes in building and executing educational campaigns that are proven to change safe use knowledge, ultimately leading to improved safe storage, use, and disposal.
Manufacturers of medicines and sharps

Deliverers of medicines and sharps to LA County patients

Partners
Mechanism for Delivery

Education Module 1

Distribution by state’s retailers and pharmacies to end consumer

Education Module 2

Delivery by LA County to constituents
Outreach

- Retailers/Grocers
- Pharmacies
- Law Enforcement
- Public Libraries
- Senior Centers

Education Module 1: Industry Relationships

Education Module 2: County-Operated Relationships
Sample Collateral

Poster - English

Poster - Spanish

Palm Card
Sample Collateral

At Retail

**Safe Medicine DISPOSAL**

Dispose of expired over-the-counter (OTC) medicines safely

1. **MIX MEDICINE**
   - Mix with an undesirable substance
2. **SEAL MIXTURE**
   - Seal in a zip-top or plastic bag
3. **THROW AWAY**
   - Dispose in your household trash

**knowyourOTCs.org**

How to dispose of expired over-the-counter (OTC) medicines safely

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Dispense of expired over-the-counter (OTC) medicines safely

**Shelf Talker**

**Buck Slip**

**Table Tent**
Educating at Points of Relevance

**Retail**
- In-store collateral (posters, palm cards, buck slips, shelf talkers)

**Online Engagement**
- KnowYourOTCs.org
- SafeMedsDisposal.org
- Myoldmeds.org

**Trusted Influencers**
- Doctors, nurses, pharmacists
- Health plans
- Law enforcement
- Elected officials

**Community**
- Law Enforcement
- L.A. Public Library
- Senior and Community Centers (e.g., California Area on Aging)
- Healthcare clinics

**Media**
- Print, broadcast, radio
- Community newspapers
- Partner newsletters
Timeline of Deployment

Q1 2016
- Build out of branded materials & PSA
- Outreach to Libraries & Senior Centers
- All education materials printed & shipped

Q2 2016

Q3 2016

Q4 2016
- Metrics & Assessments
- Soft launch of education materials to deliverers
Program Accountability

- Annual Survey
  measure campaign with polling to see if messages gained traction

- Yearly Best Practices Meeting
  end of year meeting with Supervisors and staff to discuss campaign

- Education Roll Out
  Webinar with program partners to introduce education campaign

- Material Distribution

- Site Traffic
  Monitor traffic and click through rate on web site

- Online Engagement
  Track uptick in key buzzwords related to campaign
Public Private Partnership

- First of its kind public private partnership on drug and sharps disposal education
- Broad industry support
- No charge to Los Angeles County
- No cost to patients/constituents
- Multi-year investment
- Measured outcomes
Education Results
Education on Safe Storage

- **Partner**: CDC
- **Goal**: Reduce unsupervised medicine exposure in young children
- **Outcome**: 6.7% drop in ED visits each year since launch
  - *Journal of American Academy of Pediatrics*
Education on OTC Abuse

- **Partner:** Partnership for Drug-Free Kids
- **Goal:** Reduce teen abuse of OTC cough medicine
- **Outcome:** Abuse rates dropped one third since launch
  - *National Institute on Drug Abuse’s Monitoring the Future Annual Survey*
Education on Drug Disposal

- **Partner**: American Association of Poison Control Centers

- **Message**: Safe disposal of unwanted or expired meds

- **Reach**: 55 poison centers nationwide; Wal-Mart/CVS
Education on Drug Disposal

- **Partner**: National Council on Patient Information and Education
- **Message**: Safe disposal of unwanted or expired meds
- **Distribution**: Talk About Your Medicines Month Campaign
Thank You